

ON-AIR INTERVIEWS / FEATURES

INTERVIEWS / FEATURES	Date	Feature	Minutes	Issue
Topic: Civil War History in Delaware County Jenn Ryan and Bill Tafrow spoke to Alexandra Poulos who may have a portion of the underground railroad beneath her home in Delaware County	7/5/16	Interview	2:06 minutes	HISTORY, CIVIL AWARENESS
Topic: Free Lunches for Philly Kids Jenn Ryan and Bill Tafrow spoke with Executive Director Laura Wall of the Coalition Against Cancer about their free Summer Meals program.	7/18/16	Interview	2:15 minutes	CHILDREN, HUNGER
Topic: Philly's UFC World Champion Eddie Alverez Jenn Ryan and Bill Tafrow spoke with Kensington native and UFC lightweight champ Eddie Alverez about hard work and perseverance.	8/11/16	Interview	2:20 minutes	INSPIRATION
Topic: Geek Squad Advice for the Returning Student Jenn Ryan and Bill Tafrow spoke with Brandi Jogensen on how to protect students on technological risks and protecting their computers.	8/22/16	Interview	2:00 minutes	TECHNOLOGY, STUDENT AWARENESS
Topic: September is Hunger Action Month Jenn Ryan and Bill Tafrow spoke with Amanda White from Philabundance about their nationwide campaign to mobilize the public on the issue of hunger.	9/16/16	Interview	2:14 minutes	HUNGER
Topic: Kiss-A-Pig fundraiser for Financial Literacy Jenn Ryan and Bill Tafrow talked with Randi Warmer of Trumark Financial Credit Union about their annual fundraiser to benefit financial literacy in schools	9/27/16	Interview	2:17 minutes	SCHOOLS, FINANCIAL LITERACY

INTERVIEWS / FEATURES IN 3rd QUARTER 2016

13 Minutes



Tell Me More: Sunday Mornings from 5:40 – 6:10 am

INTERVIEWS / FEATURES	Date	Minutes	Issue
TOPIC: Partnering with Nature for Better Health Catriona MacGregor explains how our separation from nature can lead to several devastating effects: stress, feeling a lack of purpose, or the destruction of our environment. She says we can learn from nature as we develop our spirituality and ourselves.	7/3/16	14	ENVIRONMENT, MENTAL HEALTH, COMMUNITY BUILDING
TOPIC: The Ups and Downs of Entrepreneurship Many of us dream of becoming an entrepreneur – Julie Busha has done it. As the owner of "Slawsa", a unique relish product she once pitched on "Shark Tank", she talks about taking the risk to create her own company and become her own boss and the importance of mentoring new entrepreneurs who are just starting out.	7/3/16	14	ENTREPRENEURSHIP, WOMEN IN BUSINESS, VOLUNTEERISM
TOPIC: What Medical Marijuana Means for Pennsylvania What does the legalization of medical marijuana mean to Pennsylvania? Chris Walsh, Editorial Director of Marijuana Business Daily, answers some of the biggest questions on its medical applications and its potential impact on the state's economy. In April Governor Tom Wolf signed into law a bill legalizing the use of "medical marijuana" in Pennsylvania making it one of the growing number of states to recognize the healing powers of the marijuana plant. It contains chemicals that have been shown to treat a range of serious illnesses including cancer, Crohn's Disease, ALS and autism to name only a few.	7/17/16	13	COMMUNITY AFFAIRS, PUBLIC HEALTH, FAMILY ISSUES, JOB CREATION
TOPIC: What to fo on your historic Philly "Stay-cation" As Philadelphia takes the national spotlight as the host of the Democratic National Convention see your own city as a tourist would. Take a "Stay-cation" this year says Meryl Levitz, President and CEO of Visit Philadelphia. If planning a real vacation getaway is starting to seem like more expense and hassle than it's worth – why not finally take that "Stay-cation" you've been talking about? There's never been a more perfect time as Philadelphia has really pulled out all the stops to make a full experience for visitors.	7/17/16	14	PHILADELPHIA TOURISM AND COMMERCE, HISTORIC PRESERVATION, CONSUMER ISSUES,



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TOPIC: The Singles Game", insight from author Lauren Weisberger Lauren Weisberger became a household name in 2003, when she published The Devil Wears Prada, which has since been published in forty languages and made into a major motion picture starring Meryl Streep and Anne Hathaway. Her newest novel, The Singles Game, is set in the world of professional tennis. It is the story of Charlie Silver, a beautiful tennis prodigy who, after changing coaches, suddenly makes headlines on and off the court and ultimately must answer the question: How far would you go to reach the top?	7/24/16	28	THE ARTS, WOMEN'S SPORTS, GENDER AND PROFESSIONAL TENNIS, WOMEN'S ISSUES
TOPIC: Gluten Free Eating What's the scoop on gluten free eating? Dr. Theresa Nicassio will explain why it's more than just a celebrity fad and how it can be a delicious way to enjoy food and promote a healthy body and mind. Her book "YUM: Plant-Based Recipes for a Gluten-Free Diet" has become a #1 Bestseller. Dr. Theresa Nicassio is a Registered Psychologist, gourmet raw food chef and an integrative mind-body wellness expert who has been educating and empowering others.	7/31/16	29	DIET AND NUTRITION, OBESITY, FOOD ALLEGERIES, FAMILY HEALTH
TOPIC: Connecting with Coincidence to Transform our Lives We've all experienced or heard of surprising events and unexplainable coincidences—money that seems to come from nowhere, a spontaneous idea that turns into a life-changing solution, meeting our soulmate on a flight we weren't supposed to take, or families being reunited by "accident" after years of separation. Often these coincidences are explained as being controlled by a higher power or pure chance. But for the first time since Carl Jung's work, comes bold new research that explains scientifically how we can identify, understand, and perhaps even control the frequency of coincidences in our everyday lives.	8/7/16	30	SCIENCE OF COINCIDENCE, MENTAL HEALTH ISSUES, FAMILY ISSUES
TOPIC: Horses as Healers It has been said that "To ride a horse is to ride the sky". And in an 1894 essay John Lubbock noted "There is nothing so good for the inside of a man as the outside of a horse". Increasingly we are beginning to understand that whether it's riding, grooming, touching, or just being around horses is beneficial for people. Established in 1969, Thorncroft Therapeutic Equestrian Center in Malvern is one of the oldest Therapeutic Equestrian Centers in the United States. Their goal is to help those in need become enabled through interaction with horses.	8/14/16	30	CHARITY EVENT, FAMILY HEALTH, AUTISM, LIVING WITH DISABILITIES



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TOPIC: Stories of Hope and Humanity from the Holocaust These were the photographs Hitler never wanted you to see. The cherished family pictures brought to a concentration camp by a transport of Polish Jews in 1943. Their discovery at Auschwitz by Dr. Ann Weiss inspired the book "The Last Album: Eyes from the Ashes of Auschwitz Birkenau". Weiss is an author, filmmaker and speaker from Bryn Mawr, Pennsylvania. The daughter of 2 Holocaust survivors, now gone, Weiss is keenly aware of the importance of keeping alive the legacy of this terrible period of world history as so many survivors and witnesses of those times are leaving us.	8/21/16	28	GENOCIDE, RELIGIOUS DISCRIMINATION, PEACE BUILDING, WORLD HISTORY, EDUCATION
Topic: Achieving Financial Wellness Liz Davidson is CEO of Financial Finesse, a think tank offering employee training programs aimed at helping people achieve financial wellness. Increasingly, businesses are realizing that workers health extends to include the health of their finances. Davidson, the author of "What Your Financial Advisor Isn't Telling You: The 10 Essential Truths You Need to Know About Your Money", says financial wellness is achieved when an individual can say they have minimal financial stress and offers advice for getting to the place of living below our needs.	8/28/16	28	COINSUMER FINANCE, WOMEN AND INVESTING, FINANCIAL STRESS
TOPIC: Preventing Terrorism through Community Building The creator of the first community program credited with preventing a suicide bombing, Gwen Griffith Dickson, gives a new perspective to the War on Terror as she discusses how England's program to de-radicalize young people on campuses could become a model for preventing youth from being recruited by extremist groups.	9/4/16	23	COUNTER TERRORISM, COMMUNNITY ACTIVITIES TO PREVENT DOMESTIC TERROR
TOPIC: Blending Families Trevor Crow Mullineaux shares the do's and don't s for stepparents searching for harmony in their new family unit. She is the author of "Blending Families: Merging Households with Kids 8 to 18" which explores step-parenting by starting with a vision of the marriage as the central relationship in a new blended family unit. Just as you are better able to help your child in an airplane emergency if you put your oxygen mask on first, you are better able to blend two families if you take care of the marriage first, says Mullineaux.	9/11/16	8	PARENTING, FAMILY ISSUES, CHILDREN AND DIVORCE



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TOPIC: Conquer Your Chronic Pain Peter Abaci, MD, is one of the world's leading experts on pain. He has developed a holistic, drug free program for assisting people who are suffering from all kinds of chronic pain which is gaining interest from many experts. Abaci is the medical director and cofounder of the Bay Area Pain and Wellness Center, and a regular contributor to WebMD and the Huffington Post.	9/11/16	23	ADDICTION AND RECOVERY, HOLISTIC MEDICINE, FAMILY HEALTH
TOPIC: Unlock the Power of Gratitude A discussion of the book "Unlock Gratitude Now! – Your 7 Keys to a Happier and More Successful Life" with Mike Pettigrew, a successful startup entrepreneur who lost his fortune, but regained his success and happiness by using the tool of gratitude	9/18/16	30	MENTAL HEALTH, PERSONAL DEVELOPMENT
TOPIC: Be More Successful at Work through Role Playing Cathy Salit is a guru to top executives at Fortune 500 companies and has also worked with cops and kids in New York City to break new ground in human development and productivity. She started her career as a jazz singer and "improv" artist, and eventually built a highly successful training and leadership development business. Cathy found that she could effectively use her experience as an acting coach to enhance her clients' performance in their professional lives. In her new book "Performance Breakthrough; A Radical Approach to Success at Work" she shows us how to use the principles of performance, creativity, and continual human transformation to achieve success at work.	9/25/16	11	JOBS AND EMPLOYMENT, LEADERSHIP DEVELOPMENT
TOPIC: Early Intervention for Children with Disabilities Dr. Ankur Desai is a Child and Adolescent Psychiatrist and Medical Director of PerformCare New Jersey. He believes in the importance of early intervention to help the parents of children with developmental and intellectual disabilities receive connect with the diagnostic and treatment services their kids need.	9/25/16	17	CHILDREN WITH DISABILITIES, EDUCATION, EARLY CHILDHOOD INTERVENTION

TELL ME MORE SUNDAY MORNING PROGRAMMING



PUBLIC SERVICE ANNOUNCEMENTS

Public Service Announcements	Date	# PSA's	Minutes	Issues
Autism Speaks Walk Now Annual walk to raise funds to support vital research and top-quality programs that are changing the future for those who struggle with autism.	8/1 – 8/14/16	(10) :15 units	2.5 minutes	AUTISM EDUCATION AND AWARENESS
Blocktoberfest Annual event held in South Philly. The event is run by the small businesses in this area.	9/26 – 10/2/16	(10) :15 units	2.5 minutes	SMALL BUSINESS, COMMUNITY
<u>Camden County Fair</u> Annual festival for the local community that also focuses on 4-H youth projects.	9/5 – 9/17/16	(15) :15 units	3.75 minutes	COMMUNITY, YOUTH DEVELOPMENT AND MENTORING
Chestnut Hill Fall for the Arts Annual festival focusing on artists and entrepreneurs to sell and display their products.	9/5 – 9/25/16	(40) :30 units (30) :15 units	27.5 minutes	THE ARTS, COMMUNITY
<u>Commonwealth Prevent Alliance</u> Stop Opiate Abuse campaign, designed to address the dangers and prevention of drug abuse.	7/1 – 7/24/16	(18) :15 units	4.5 minutes	DRUG PREVENTION, EDUCATION
Delaware River Port Authority Public Service Message to address public safety in connection with the Democratic National Convention.	7/8 – 7/24/16	(15) :60 units	15 minutes	PUBLIC SAFETY
Drive Away the Cold Public Service program with the Automotive Dealers Association of Greater Philadelphia to collect coats for people in need	7/8 – 7/24/16	(30) :15 units	7.5 minutes	HOMELESS, FAMILIES IN NEED
Haddonfield Crafts and Fine Arts Festival Annual event in Haddonfield that focuses on the arts with a juried arts show.	7/4 – 7/10/16	(25) :15 units	6.25 minutes	ARTS, COMMUNITY
Haverford Music Festival Annual event in Delaware County that encourages local musicians to showcase their music and encourages small business in local community.	8/29 – 9/11/16	(25) :15 units	6.25 minutes	THE ARTS, SMALL BUSINESS, COMMUNITY
Jenkintown Festival of the Arts This street festival brings a day-long celebration of the Arts right in the center of Jenkintown.	9/5 – 9/18/16	(15) :15 units	3.75 minutes	ARTS, COMMUNITY
Justice Rescue This event works to place pets in shelters with their forever families.	8/22 – 8/28/16	(10) :15 units	2.5 minutes	PET RESCUE, ABUSE PREVENTION



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Public Service Announcements	Date	# PSA's	Minutes	Issues
Light the Night Walk Support of three local walks happening in the Philadelphia in October 2016 – to benefit the Leukemia and Lymphoma Association of Southeastern PA.	9/5 – 9/30/16	(30) :30 units (5) :15 units	16.25 minutes	BLOOD CANCER AWARENESS
Manayunk – Stroll the Street First time event in Manayunk to showcase local musicians and drive traffic to the small businesses and restaurants in the area.	7/11 – 7/17/16	(10) :15 units	2.5 minutes	THE ARTS, SMALL BUSINESS, COMMUNITY
<u>Operation Sweetness</u> Food drive to provide candy to the troops for Halloween.	9/26 – 9/30/16	(10) :15 units	2.5 minutes	MILITARY, ARMED FORCES, COMMUNITY
Petapalooza First time event in Chestnut Hill, designed to raise awareness and funds for pet rescue organizations in the Philadelphia area.	7/1 – 7/10/16	(10) :15 units	2.5 minutes	PET RESCUE, PET EDUCATION, COMMUNITY
<u>Philabundance</u> Support for Hunger Awareness Month in Philadelphia.	9/12 – 9/18/16	(5) :15 units	1.25 minutes	HUNGER, HOMELESS
Polish American Festival Annual event in Doylestown that focuses on Polish American culture and heritage.	9/1 – 9/4/16	(15) :15 units	3.75 minutes	THE ARTS, DIVERSITY, COMMUNITY
RDC – Roxtoberfest Annual event in Roxborough in Philadelphia that focuses on the arts and small businesses in the area.	9/12 – 9/30/16	(60) :15 units	15 minutes	THE ARTS, SMALL BUSINESS, COMMUNITY
Stand Up To Cancer: Stand Up To Cancer raises funds to accelerate the pace of groundbreaking research that can get new therapies to patients quickly, facilitating collaboration with doctors.	7/1 – 9/8/16	(36) :30 units (27) :15 units	24.75 Minutes	CANCER AWARENESS AND EDUCATION
Wawa / Leukemia & Lymphoma PSA: The Wawa Foundation supports all of Wawa's charitable and philanthropic activities. This period was fundraising for the Leukemia & Lymphoma Associaiton of Southeastern PA.	8/1 – 9/11/16	(35) :15 units	8.75 minutes	BLOOD CANCER AWARENESS AND RESEARCH
Wawa Welcome America PSA: Annual festival to celebrate the 4 th of July in Philadelphia. Celebration within local communities.	7/1 – 7/3/16	(4) :15 units	1 minutes	THE ARTS, HISTORY, COMMUNITY



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Wendy's High School Heisman Foundation that recognizes high-achieving high school seniors with scholarships for college.	8/29 – 9/11/16	(15) :15 units	3.75 minutes	SCHOLARSHIPS, INSPIRATION, ATHLETIC ACHIEVEMENT
World Humanitarian Day Annual day that recognizes the aid workers who risk their lives in humanitarian service, and mobilizes people to advocate for humanitarian action.	8/16 – 8/19/16	(10) :15 units	2.5 minutes	HUMANITARIAN
Zika Awareness PSA to educate and raise awareness for the local community about Zika .	7/19 – 9/6/16	(75) :30 units	37.5 minutes	HEALTH AND SAFETY AWARENESSS

TOTAL PSA COMMITMENT FOR 3rd QUARTER 2016 590 PSA units / 204 Minutes



COMMUNITY INITIATIVES

WBEB is very active in the Philadelphia 8-county area, visiting local communities and raising awareness for local community events and charity fundraisers. WBEB gives back to our local communities by providing music, entertainment, games and giveaways to visitors at the events – completely free of charge.

WBEB attended 63 community and charity events during 3rd Quarter 2016. WBEB donated resources like prizes and giveaways, personnel hours with our staff and provided each event with a listing on our website at www.morefmphilly.com.

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
7/3/16 5 – 9 pm	Mt. Holly July 4 th Celebration	Mt. Holly Rotary Club	SMALL BUSINESS, COMMUNITY	30 Hours \$280
7/4/16 7:30 – 10:30 am	Downingtown Good Neighbor Day	EMS Services in Downington area	COMMUNITY, EMERGENCY SERVICE	18 Hours \$168
7/5 & 7/8/16 6 – 8 pm	Norco Fire Fair	Norco Fire Company	COMMUNITY, EMERGENCY SERVICE	30 Hours \$280
7/9 & 7/10/16 11 am – 7 pm	Haddonfield Fine Arts Festival	Haddonfield Business Association	THE ARTS, COMMUNITY	88 Hours \$803
7/10/16 12 – 3 pm	Petapalooza	Various Pet Shelters	PET RESCUE	18 Hours \$168
(9) Events 6 – 8 pm	Rose Tree Concert Series	Rose Tree Park	THE ARTS, COMMUNITY	135 Hours \$1,260
7/21 & 8/4/16 6 – 8 pm	Sights and Sounds of Summer	Northampton Municipal Park	THE ARTS, COMMUNITY	30 Hours \$280
7/23/16 1 – 3 pm	Puerto Rican Day Festival	Puerto Rican Cultural Association of Bucks County	DIVERSITY, HERITAGE, COMMUNITY	15 Hours \$140
7/26 & 7/29/16 6 – 8 pm	Kimberton Fair	Kimberton Fire Company	COMMUNITY, FIRE SAFETY	30 Hours \$280
7/29/16 5:30 – 7:30 pm	Kids Fair Expo	Elmwood Park Zoo	POLITICS, YOUTH SAFETY	15 Hours \$140
(10) Events Various times	Philadelphia Freedoms	Local community	COMMUNITY, YOUTH SPORTS	150 Hours \$1,400
(9) Events 7 – 8 pm	Movies in the Park	Philadelphia Park and Recreation	FAMILY, COMMUNITY, DIVERSITY	112 Hours \$1,008
8/5/16 6 – 8 pm	Lindenwold Car Show and Concert	Lindenwold Borough	COMMUNITY	15 Hours \$140



COMMUNITY INITIATIVES

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
8/6/16 5 – 7 pm	Goshen Country Fair	Goshen Fire Company	AGRICULTURE, COMMUNITY	15 Hours \$140
8/7/16 10 am – 12 pm	4UDREW Car Show & Festival	Face to Face	COMMUNITY, HUMAN SERVICES	15 Hours \$140
(3) Events Various times	Philadelphia Public Pools	Philadelphia Parks and Recreation	COMMUNITY, DIVERSITY	45 Hours \$420
8/14/16 12 – 4 pm	Touch a Truck	West Chester Fire Company	EMERGENCY SERVICES, COMMUNITY	21 Hours \$196
8/26/16 6 – 8 pm	Downingtown Summer Jam	EMS Services in Downington area	COMMUNITY, EMERGENCY SERVICE	15 Hours \$140
9/3/16 12 – 2 pm	Woodbury Auto Show	Woodbury Merchants Association	COMMUNITY, SMALL BUSINESS	15 Hours \$140
9/3 & 9/4/16 12 – 4 pm	Polish American Festival	National Shrine of Our Lady of Czestochowa	DIVERSITY, HERITAGE, COMMUNITY	42 Hours \$392
9/10/16 12 – 2 pm	Somerdale Day	Somerdale Borough	SMALL BUSINESS, COMMUNITY	15 hours \$140
9/10/16 8 am – 1 pm	7 th Annual H5K Charity Race	Harambee Foundation	CHILDREN IN NEED, HUNGER	21 Hours \$196
9/10/16 12 – 2 pm	Wings N Wheels	Angel Flight East	DISASTER RELIEF, EMERGENCY SERVICES	15 Hours \$140
9/10/16 12 – 6 pm	Haverford Music Festival	Haverford Township	THE ARTS, SMALL BUSINESS	36 Hours \$329
9/17 & 9/18/16 11 am – 1 pm	Camden County Fair	Camden 4-H Youth Projects	YOUTH SERVICE, COMMUNITY	30 Hours \$280
9/17/16 3 – 5 pm	Conshohocken FunFest	Borough of Conshohocken	SMALL BUSINESS, COMMUNITY	15 Hours \$140
9/17/16 12 – 2 pm	4 th Annual Boob-B-Que	Breast Cancer Charities	BREAST CANCER AWARENESS	15 Hours \$140
9/18/16 1 – 6 pm	Jenkintown Festival of the Arts	Borough of Jenkintown	THE ARTS, SMALL BUSINESS	18 Hours \$292
9/24/16 5 – 7 pm	Starry Night 8.5K	Pediatric Brain Tumor Foundation	CANCER AWARENESS	15 Hours \$140



COMMUNITY INITIATIVES

Date	Event	Benefitting Group	Issue	Staff Hours Staff Cost
9/24/16	Kinney Center Walk/Run for	Kinney Center for Autism	AUTISM EDUCATION AND AWARENESS	15 Hours
7:30 – 9:30 am	Autism	Education and Support		\$140
9/25/16	Chestnut Hill Fall for the Arts	Chestnut Hill Business	THE ARTS, SMALL	36 Hours
11 am – 5 pm		Association	BUSINESS	\$329

TOTAL STAFF HOURS: 1,085 HOURS COST: \$10,181



WBEB-FM PHILADELPHIA PUBLIC FILE ADDITIONAL COVERAGE July – September 2016

WBEB-FM DONATIONS:

Hope Rescue Mission - 9/30/16

- (4) Academy of Natural Sciences \$72
- (4) Philadelphia Art Museum \$80
- (1) \$100 Century 21 gift card
 TOTAL: \$252

Camp Erin - Philadelphia - 9/13/16

• 4 Elmwood Park Zoo - \$68

• 4 National Constitution Center - \$60

TOTAL: \$128

Total Donations for 3rd Quarter 2016: \$380